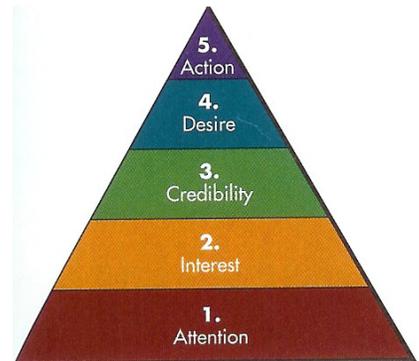# CREATING PRINT ADVERTISING

Creative Pyramid

The nonverbal aspect of an ad or commercial carries at least half the burden of communication. It creates the mood of the ad, determining the way it *feels* to the audience.

Objectives of Print Advertisements
- Attract attention
- Arouse interest
- Create desire
- Stimulate action

Creating Print Advertising: Design

Design refers to how the artistic elements of an ad are structured.
- The design must be in *balance.*
- The space within the ad should be broken up into pleasing *proportions.*
- A directional pattern should be evident so the reader knows in what *sequence* to read.
- Some force should hold the ad together and give it *unity.*
- One element, or one part of the ad, should have enough *emphasis* to dominate all others.

Creating Print Advertising: Layout

Layout is the overall orderly arrangement of all the format elements of an ad: visual(s), headline, sub headlines, body copy, slogan, seal, logo, and signature.
- Helps the agency and client develop and evaluate, in advance, how the ad will look and feel.
- Helps the creative team develop the ad's psychological elements.
- Serves as a blueprint once the best design is chosen.

Creating Print Advertising: Visuals

Visuals are all of the picture elements that are placed in an ad.
- Carry much responsibility for an ad's success because most people spot the picture first, then read the headline and body copy. Therefore, visuals should:
    - Capture the reader's attention.
    - Clarify claims made by the copy.
    - Identify the subject of the ad.
    - Show the product actually being used.

- Qualify readers by stopping those who are legitimate prospects.
- Help convince the reader of the truth of copy claims.
- Arouse the reader's interest in the headline.
- Emphasize the product's unique features.
- Create a favorable impression of the product or advertiser.
- Provide continuity for campaign by using unified visual technique in ads.

Standard Subjects for Print Ad Visuals:
- Package containing the product
- Product alone
- Product in use
- How to use the product
- Product features
- Comparison of products
- User benefit
- Humor -- if used well, can make an entertaining and lasting impression
- Testimonial
- Negative appeal -- sometimes visuals point out what happens if you don't use the product.

Creating Print Advertising: Headlines

The _Headline_ contains the words in the leading position of the advertisement. It usually appears in larger type than other parts of the ad. Effective headlines attract attention, engage the audience quickly, explain the visual, and lead the audience into the body of the ad, and present the selling message.
- *Benefit headlines* promise the audience that experiencing the utility of the product or service will be rewarding.
- *News/information headlines* announce news or promise information.
- *Provocative headlines* provoke the reader's curiosity.
- *Question headlines* ask a question, encouraging readers to search for the answer in the body of the ad.
- *Command headlines* order the reader to do something; seem negative.

Creating Print Advertising: Subheads

The _Sub headline_ is an additional smaller headline that may appear above the headline or below it. It is sometimes called a *kicker* or *overline*. It may be underlined or it may appear in body copy. The sub headline is usually set smaller than the headline but larger than body copy or text. It generally appears in boldface or italic type or a different color. It is longer and more like sentences than headlines.

A sub headline transmits key sales points fast, but usually carries less important information than the headline. It is important because most people only read the headline and subheads, and subheads usually support the interest step best. It serves as a transition from the headline to the body copy.

Creating Print Advertising: Body Copy

Body copy (or *text*) tells the complete sales story. It comprises the interest, credibility, desire, and action steps of the advertisement and is a logical continuation of the headline and subheads. Body copy is usually set in smaller type and covers the features, benefits, and utility of the product or service. It is typically read by only 1 out of 10 readers. The keys to good body copy are simplicity, order, credibility, and clarity.

- *Lead-in paragraph* is a bridge between the headline and the sales idea presented in the text.
- *Interior paragraph* should develop credibility by providing proof for claims and promises, and they should build desire.
- *Trial close* gives the reader the opportunity to place an order before the close of the ad.
- *Close* is the action step that asks the customer to do something and tells them how to do it.

Creating Print Advertising: Copy Styles

- *Straight-sell copy* is text that immediately explains or develops the headline and visual in a straightforward attempt to sell the product.
- *Institutional copy* is text in which the advertiser tries to sell an idea or the merits of the organization or service, rather than the sales features of a particular product.
- *Narrative copy* is text that tells a story by setting up a problem and then creating a solution using the particular sales features of the product or service as the key to the solution.
- *Dialog/monologue copy* is text in which the characters illustrated in the advertisement do the selling in their own words either through a quasi-testimonial technique or through a comic strip panel.
- *Picture-caption copy* is text in which the story is told through a series of illustrations and captions, rather than through the use of a copy block alone.
- *Device copy* is text that relies on wordplay, humor, poetry, rhymes, great exaggeration, gags, and other tricks or gimmicks.

Creating Print Advertising: Slogans

A *slogan* is a standard company statement for advertisements, salespeople, and company employees. They may also be called a *tagline* or a *themeline.* Its purpose is to provide continuity for a campaign and to reduce a key theme or idea to a brief, memorable positioning statement. A slogan often begins as a successful headline.

Examples: GE's "We bring good things to life."; AT&T's "Reach out and touch someone."

Creating Print Advertising: Seals & Logos

A *Seal* is awarded when a product meets standards established by a particular organization. It provides an independent, valued endorsement for products.

Examples: Good Housekeeping Seal of Approval

Logos are special designs of the advertiser's company or product name. They are also called signature cuts (sig cuts). Logos appear in all company ads and give the product individuality and provide quick recognition at the point of purchase.

Example: Nike Swoosh